

## Localism Initiatives

### WTHI-FM/Terre Haute, Indiana

#### Local News

- WTHI-FM employees one full-time newsperson and utilizes the news team and resources from our sister TV station WTHI-TV.
- WTHI-FM airs (9) local newscasts daily Monday – Friday for a total of 45 newscasts or 90 minutes weekly.
- The news department monitors community concerns with city police, sheriff's department the Indiana and Illinois state police.
- When breaking news happens we interrupt regular programming whenever the situation warrants. Recently we interrupted regular programming due to deadly accidents on I-70 that runs right through the Wabash Valley; a downtown shooting; an air national guard jet stationed out of Terre Haute crash and other local events.
- On hi-99.com our website, we are able to update the latest news in moments so listeners may read the details themselves or hear it live on our station. It is very important to keep our audience informed as we are 45 minutes south of Newport Chemical depot.

#### Creating or Selecting Programming

- With the growing popularity of our website we ask listeners, residents of the area about the things happening in our community. The hot topic most of this year has been the increasing price of a gallon of gas. Listeners have voted on how the increase in gas has changed their habits, what their breaking point will be and we in turn report this on our airwaves. Polls have also been taken on local issues and national issue including election polls, political issues as well issues regarding area schools and other issues of local concern.
- We encourage our listeners to email us with suggestions and concerns regarding our station programming. Upon receiving an email from our listeners it is reviewed by the appropriate department and filed in our public file. The management will submit a response to the person sending the email with an appropriate response.

### Emergency Programming

- WTHI-FM is locally programmed we have very few network programs with no long-form network programs Monday – Friday 6am-12midnight. We have preempted local programming occasionally such as 9/11 and when our country went to war with Iraq. We also will interrupt programming for severe weather information regardless of the time of day. Severe weather is also updated every 5 to 10 minutes including school closings during the morning and during the day as necessary. The EAS system is used to warn residents of severe weather approaching the Wabash Valley. With the help of the internet we are able to link to a list of school closings and state roads information. We also air AMBER alerts for the Indiana/Illinois WTHI listening area when police issue missing child reports.

### Political Programming

- Our station supports voter registration by reminding listeners to register to vote by the deadline. Throughout the day of the election we remind residents to exercise their right to vote. Listeners are also able to find voter registration information on-line from our website. With a link to information about registration, how to vote and why it is important to vote our listeners can inform themselves about the candidate that best meets their thinking and beliefs. Our news department covers election-day from the opening of the poles to the final results when tallied on-air with special newscasts.

### Civic, Cultural and Other Community-Responsive Programming

- WTHI-FM covers local events throughout the year. During the local county fairs we update listeners with the schedule of events and broadcast live from various fairs throughout the week(s). This year we also implemented a 4-H Club of the Year to bring attention to 4-H kids throughout the listening area. The station also has aired public service announcements regarding new openings at the Swope Art museum; we also host a Girls High School Basketball tournament with proceeds benefiting St. Jude Children's Research Hospital. WTHI-FM also promotes local fire and police community initiatives including community day, cloth-a-child and more. We have also aired readiness PSAs from the American Red Cross along with flooding updates and needs for local flood victims. WTHI-FM also aired

recorded PSAs from the American Red Cross after each Hurricane this Summer/Fall that went through the Gulf of Mexico and the Atlantic Ocean. We also linked to the American Red Cross and Salvation Army websites so our listeners could send donations on-line to help those in need. Throughout the year we air PSAs reminding listeners not to drink and drive, we participate in the great America Smoke-Out and information on what to do if you are a victim of domestic abuse or are aware of child abuse.

#### Station Participation in Community Activities

- Our station is very connected to the community. Each day we air a local community event (at least one per hour) 5am – 11pm, these events help fundraising efforts for United Way agencies, local volunteer fire departments, and other groups. During the United Way “Campaign” (September – November) the station gives up time to air a thirty second produced promo informing the Wabash Valley about the United Way and what it does for everyone in the community. The “Campaign” is the biggest fundraising effort by the United Way and funds all 35 plus agencies under the United Way umbrella. The station co-sponsors the Sheriff’s Shootout – a golf classic that benefits local mental hospital the Hamilton Center. WTHI-FM assists the March of Dime every year with Walk America with The Wabash Valley having the 2<sup>nd</sup> largest walk as far as participants and funds raised in the state of Indiana (2<sup>nd</sup> only to Indianapolis). We also support St. Jude Children’s Research Hospital. In 14 years with the help of the Wabash Valley we have raised over \$980,000, we do this by giving up our airwaves for two-days to bring awareness to childhood cancer.
- Our Station Manager serves on the United Way communication committee and is a member of the Indiana Broadcasters Association. Our marketing director serves as President for Vigo County Lifeline (an information referral, crisis center hotline), Sheriff Shootout committee and Walk America planning committee.
- WTHI-FM/TV co-host Share Your Thanksgiving, a two week long promotion to gather food donations for Catholic Charities locally that will deliver the collected food to local needy families throughout the holidays. Last year we collected over 84 thousand pounds of food. We also hosted an emergency food drive last summer when the food

shelters ran low on food. We collected almost 7 thousand pounds of food with a food drive in just 7 days. During the Holiday Season we help the Indiana Blood Center by hosting a three-day blood drive. For the past several years our on air personalities give of their time to ring the bell for the Salvation Army's Red Kettle program.

- Throughout the year we air public service announcements for local county health departments. The information includes wellness clinics (blood pressure, sugar checks, etc), Super Shot Saturday for children, health screenings, and flu shot information. WTHI-FM is on the road throughout the year promoting local community fundraisers whether it is a festival, pork chop dinner. We also air public service announcements to inform the community about the different events happening throughout our community. Information is also posted on our website including the Wabash Valley Festival which is a 10-day event sponsored by the Terre Haute Parks and Recreation Department.
- We also team up with the Parks and Recreation Department for the 4<sup>th</sup> of July festivities in Terre Haute providing the music to the fireworks free of charge for everyone to enjoy. We participate in Veteran's Day celebrations, 9-11 remembrances, and support the local military groups that are deployed or at home. We have collected Girl Scout Cookies and sent to troops overseas, hosted a card campaign where we sent over 10,000 cards to troops overseas so they could send their loved ones cards for Christmas, birthdays.
- The station also tries to meet requests for each non-for-profit group or organization (event) to donate an item as a door prize or raffle. Donations include t-shirts, cds, and concert tickets. Last year we filled over 25 requests for donations from various fund raisers.
- WTHI-FM has hosted a Teachers wish list program. This allows area school teachers to tell us what they need in their classrooms. We take donations from the community and provide the teachers with needed supplies whether it is film, pencils or tissues. We also air information for parents on how to get school supplies. Some families have a tough time with back to school and need help with backpacks, paper, erasers, etc. Many different PTA's throughout the Valley will send us information about their fundraisers that we promote for them and many ask for donations for silent auctions and donations and we fulfill

as many as possible. WTHI-FM also salutes the teachers throughout the year by awarding a teacher of the month. Each winning teacher gets dinner for two from a local restaurant.